

XXXX Public Schools□

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## FINANCIAL MANAGEMENT

### Naming Rights for School District Facilities

The District recognizes the importance of naming opportunities for its buildings, outdoor and interior areas, spaces, features, and objects. The purpose of this policy is to establish the criteria and procedures for granting naming rights in relation to school district facilities and property. This policy establishes an equitable process by which the Board can assume its responsibility for naming school facilities. Naming actions shall not detract from the institution's values, dignity, integrity, or reputation, nor shall any such actions create a conflict of interest, or the appearance of a conflict of interest, or confer special privileges.

Community involvement is encouraged in the naming process. The Board shall determine and/or approve the naming title, all design considerations such as colors, shapes, and sizes along with the location of any and all signage or fixtures to be displayed in and/or on school facilities and/or equipment.

Once a facility has been officially named, it shall not be renamed except for compelling reasons to be determined by the Board.

The district shall not grant a naming right without the informed consent of the named party or the named party's legal representative.

The Board reserves the right, in all cases, to refuse to name a particular facility/piece of property.

There are two (2) circumstances in which naming rights may be granted; Naming Rights in Consideration, and Naming Rights in Recognition. The following criteria may be considered when naming school facilities.

#### **Naming Rights In Consideration**

"Naming Rights In Consideration" is in consideration of financial contributions, sponsorship or other commercial transactions.

It is expected that a specific agreement about the nature of the naming right would be drawn up between the parties or their representatives. The provisions of this policy shall govern the agreement.

All such agreements are subject to the district's requirements for contracts, as set forth in the School Code and related policies, including bidding requirements for district contracts. Nothing in this policy shall be construed as to provide a provider of goods, services or financial contribution as an automatic naming right. All such rights are subject to Board approval under the terms of this policy.

### **Naming Rights In Recognition**

“Naming Rights In Recognition” is in recognition of any significant contributions to the district that it wishes to honor. These contributions can be financial or other gifts from donors, or meritorious service.

One (1) of the following three (3) criteria must be fulfilled in order for the granting of naming rights in recognition to be considered:

1. Recognition of outstanding service to the District; or outstanding service to the community.
2. Recognition of the achievement(s) of distinguished alumni.
3. Recognition of a noteworthy financial or other contribution from a donor (be it way of donation, bequest, sponsorship, etc.), such contribution being voluntary and not rendered in consideration of the granting of naming rights.

The granting of naming rights in recognition is at the sole discretion of the Board, with the agreement of the party or their representatives.

### **Granting Naming Rights**

In granting naming rights, either in consideration or in recognition, due regard should be taken of the need to maintain an appropriate balance between commercial considerations and the role which names of buildings and space play in contributing to the district's sense of identity as well as in assisting students, staff and visitors to orient themselves within the campus/facility.

Any and all entitlements and attributions granted in conjunction with naming rights, including but not limited to signage, must be approved by the Board prior to installation in or on school district property.

The granting of naming rights must always be consistent with the District's vision, mission and shared purpose. The long-term effects of the naming rights must be considered. The department/school affected by the naming right to be granted must be consulted before any decision is made.

The District has the exclusive discretion to determine whether to pursue, accept or decline an opportunity to name facilities. The factors to be considered by the District include, but are not limited to:

1. The extent to which a naming opportunity limits or restrains the District's discretion or its ability to pursue other opportunities;
2. The duration of the arrangement or agreement and the District's ability/discretion to terminate the arrangement/agreement;
3. The extent to which the naming opportunity imposes any obligation on the District, either presently or in the future, financial or otherwise and whether the

- opportunity is subject to conditions acceptable to the District;
4. The extent to which the naming opportunity constitutes a conflict of interest or creates the appearance of or potential for a conflict of interest; and
  5. The extent to which the naming opportunity affects the appearance of District property or disrupts the operation of the District.

For a facility to be named after a person, that person shall be of exemplary moral character; have made an outstanding contribution to education, humanity or community; or have displayed outstanding leadership; or be a person of historical significance. It shall be the responsibility and right of the Board to determine whether the person meets these criteria. The Board reserves the right to revoke the name should it discover information about the individual that would lead to the individual not meeting the requirements set forth herein.

Facilities may be named after major contributors to the district. The Board will evaluate the financial value of naming rights based on a review of the market for naming rights. If named after a company, group and/or product must, as determined by the Board, have and maintain an exemplary record and positive public, and non- partisan image. The Board reserves the right to revoke the name should it discover information about the company, group and/or product that would lead to the individual not meeting the requirements set forth herein.

For facilities with outstanding bond issues, extra precautions should be followed in granting naming rights in consideration. The Board shall not grant a naming right in consideration that will convert the outstanding bond issue into a private activity bond per 26 USC § 103 and 26 USC § 141.

### **Transferability**

Naming rights in consideration may be traded by mutual agreement between all parties. Traded is identified as "to exchange or swap one naming right for another." For example, when a company changes its name, the naming right may be changed or "traded" to reflect the new name. Naming rights in recognition may not be traded. The district may, as it deems necessary, require the company to provide compensation for the costs of any such change. If the company refuses to or does not provide compensation for such costs, the district reserves the right to remove the name due to the fact that it no longer represents the company who received the naming rights.

### **Limit of Naming Rights**

#### **On The Part of The District -**

The District's right to use the name and other brand elements of the named party shall only be permitted by express agreement with the named party.

#### **On The Part of The Named Party -**

The named party after whom a building or facility is named shall have no rights to the purpose to which that building or facility is applied unless provided for in the specific contract between the parties. The district will not agree to any condition in a contract that could unnecessarily limit the following: progress towards the District's mission and purpose, statutory obligations, or the local authority of the School District.

In turn, the named party shall bear no liability in respect of that building or facility unless provided for in the specific contract between the parties.

Any such limits must be included in any naming right agreement.

### **Early Termination of Naming Rights**

#### **Termination By The District -**

The District shall have the authority to revoke the naming of a facility for compelling reasons as determined by the Board at anytime. Any prepaid financial contributions will be proportionally refunded except in the case of termination prompted by a company or product's tarnished public image.

#### **Termination By The Named Party -**

The named party may without refund of consideration, at its sole discretion, terminate its acceptance of the naming rights prior to the scheduled termination date upon request to the Board.

### **Prohibited Commercial Activities**

The above policy notwithstanding, no commercial activity as defined or allowed by this policy shall be associated with tobacco, alcohol, illegal drugs, or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language; advocate the violation of law or district policy, advance any religious or political organization; promote favor, or oppose a candidate for elected office or a ballot measure; be associated with any company or individual whose actions are inconsistent with the district's mission and goals or community values; be libelous; inhibit the functioning of the school and/or District; or otherwise be in violation of law.

Legal References:

Cross References:

#### **Policy History:**

Adopted on:

Revised on:

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## NONINSTRUCTIONAL OPERATIONS

### Memorials

The School Board recognizes that the death of a student, member of the staff, or community members is deeply felt by the school community. As places designed primarily to support learning, school sites should not serve as the main venue for permanent memorials for students, staff, or community members.

Permanent memorials for deceased students, staff, or community members shall be limited in form to perpetual awards or scholarships. [Contributions may be made to a general scholarship fund established by the district memorializing a student, staff member, or member of the school community.] [Memorial scholarships may be accepted and awarded under criteria approved by the administration in honor of persons who have special significance to the students, district and community. All such offers will be submitted to the Superintendent with pertinent information concerning the purpose of the memorial scholarship. Funds will be administered by the District.] Items may be accepted by the district in memory of an individual or event with Superintendent approval. The Superintendent will consider any maintenance costs to the district of such gifts. Items received become the property of the district and will be used for the purpose for which they were donated.

Any permanent memorials in existence before this policy was adopted can only be removed by a vote of the Board of Trustees.

The Board recognizes the use of district property for memorial services is generally inappropriate. Any such request will be considered in accordance with Board Policy 4330 and 4330P.

Cross Reference:	BP 4330	Community Use of School Facilities
	BP 4330P	Rules and Regulations for Building Use

### Policy History:

Adopted on:

Reviewed on:

Revised on:



## NONINSTRUCTIONAL OPERATIONS

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### Naming School District Facilities

Recognizing that the name for a school building, facility, or ground or field reflects on its public image, the Board's primary consideration will be to select a name that enhances the credibility and stature of the school or facility. In selecting a name, the Board will give higher preference to names that have a special significance to the area or to the people who have made a significant contribution to education or to the school or the school system.

The naming of a school or facility shall take place in the following manner:

- A. The Superintendent shall select a committee of, whose purpose it shall be to submit to the Board a list of not less than three, nor more than five, names for the new school or facility. The list shall briefly state, along with each name, why the committee nominated each name. The committee may solicit nominations from students and the community.
- B. The committee shall, whenever possible, follow these guidelines:
  - a. Each name shall be known to, and significant to, the people of the district.
  - b. The names submitted shall not conflict with the names of other schools or facilities in the district or surrounding districts.
  - c. The use of names of living persons shall be avoided unless the circumstances warrant an exception.
- C. Major facilities (non-buildings), such as athletic complexes, are eligible to be named according to the following guidelines:
  - a. The name should be easily identifiable with the facility;
  - b. The name should not conflict with similar names of other facilities within the district or surrounding school districts; and
  - c. In selecting a name of a person, the Board will give higher preference to persons who have made a significant contribution to education within the district.
- D. The Board shall make the final selection of the new school or facility from the list. All names submitted may be rejected, if, in the opinion of the Board, the use of the name would not reflect the ideals and philosophy of the school district.
- E. In recognition of the efforts of those involved in the project, a plaque containing the following information shall be attached to a new building or facility:
  - a. School or facility name;
  - b. Board-approved construction date;
  - c. Completion or dedication date;
  - d. Name of Board members as of the board-approved construction date in the following order:
    - i. Chairman
    - ii. Vice-Chairman
    - iii. Members (alphabetically)
  - e. Superintendent as of board-approved construction date; and

f. Architect and contractor names.

F. Once a building or facility has been named, that name will remain with the building or facility unless changed by the Board.

Policy History:

Adopted on:

Reviewed on:

Revised on:

**ROCKAWAY TOWNSHIP PUBLIC SCHOOLS**

**School Board Policy**

**NAMING NEW FACILITIES/DEDICATIONS/MEMORIALS**

The Rockaway Township Board of Education shall be responsible for the naming/renaming of all Board-owned facilities.

In order to avoid confusion, the Board will not change the name of the facility unless its function changes.

The Board considers facilities to include, but not be limited to, buildings, athletic fields, stadiums, gymnasiums, libraries, classrooms and multi-purpose rooms. Facility names shall be descriptive and/or significant to the schools and community. The Board recognizes the importance for the entire community to participate in the facility naming process. In selecting a name, the Board may consider individuals, geographical locations, general features of the area in which the school or facility is located and other names that are deemed appropriate by the Board. If the facility is named for an individual, that individual must have made an outstanding contribution to the community, county, state or nation.

If the Board intends to name a facility, the intention shall be announced at a public meeting. The Board directs the Superintendent to establish a committee composed of administrators, parents, community members, employees and, when applicable, students to suggest names. The Board will not be influenced in its decision by personal prejudice or favoritism, political pressure or temporary popularity in choosing a name. Although the Board considers all recommendations, final authority rests with the Board.

**Process**

The naming of a school shall take place in the following manner:

- A. The superintendent shall select a committee of, whose purpose it shall be to submit to the board a list of not less than three, nor more than five, names for the new school. The list shall briefly state, along with each name, why the committee nominated each name. The committee may solicit nominations from students and the community.
- B. The committee shall, whenever possible, follow these guidelines:
  1. Each name shall be known to, and significant to, the people of the district.

2. The names submitted shall not conflict with the names of other schools in the district or surrounding districts.
3. The use of names of living persons shall be avoided unless the circumstances warrant an exception.
- C. The board shall select the name of the new facility from the list. In recognition of the efforts of those involved in the project, a plaque containing the following information shall be attached to a new building:
  1. School name;
  2. Board-approved construction date;
  3. Completion or dedication date;
  4. Name of board members as of the board-approved construction date in the following order:
    - a. President/Chairman
    - b. Vice President/Vice Chairman
    - c. Members (alphabetically)
  5. Superintendent and School Business Administrator/Board Secretary as of board-approved construction date; and
  6. Architect and contractor names (optional).

Formal dedication of the facility shall take place on a date and time specified by the board.

#### Dedications/Memorials

The Rockaway Township Schools benefit from their residents' active participation in district operation. Numerous opportunities are available for residents to share their time, talents, and skills in order to advance the school district. The Board of Education recognizes the commitment and dedication to public service made by so many individuals within our community.

In addition to those who volunteer their time or services on behalf of the Rockaway Township Schools, the district is equally fortunate to receive the services of dedicated staff. Pupils also vastly contribute to the quality inherent within our district.

Memorials and dedications in recognition of individuals within our district and community are guided by the following:

1. Classrooms and/or major areas within the schools may contain a recognition of the contributions of an individual, but not be named for that person (e.g. plaque, not to exceed 12 inches square)
2. Plaques (not to exceed 12 inches square), small monuments, artwork, books, and major pieces of equipment are appropriate symbols with which to recognize an individual's contribution or memory.

## Memorials

### *Background information for policy committee.*

School districts are often confronted with requests from students, parents, and staff or community members for a commemorative memorial to be located on school property after the loss of a member of the student body or of the community. The National Association of School Psychologists believes that school memorials, ceremonies or memory activities following a traumatic experience serve an important function in the healing process for both students and staff. The association states that a school memorial helps to bring closure to a period of grieving and serves as a point from which to move on with regular school activities.

Memorial activities can take many forms, from tree planting or writing letters and cards, to more traditional "services." Memorial activities following a large-scale traumatic event such as the attacks on the World Trade Center and Pentagon have a somewhat different focus compared to memorials following a student death or even multiple deaths following violence at school or a natural disaster.

The National Association of School Psychologists has prepared an excellent handout pertaining to this issue. This handout includes guidelines for planning school memorial activities, suggestions for schools, suggested memorial activities, developmental considerations, specific guidelines for school memorial services and follow-up activities. It can be accessed at <http://www.nasponline.org/NEAT/memorials.html>.

It is recommended that boards of education adopt a policy to guide them should this issue arise within the district, whatever the cause.

Sample policy language, #1180, in addition to a sample administrative regulation follow for your consideration.

*An optional sample policy to consider.*

## **Community Relations**

### **Memorials for Deceased Students or Staff**

#### ***Version #1:***

Recognizing that the loss of a member of the school community is deeply felt, schools will support staff, students and families who feel the loss, and will assist with connections to appropriate community resources. As places designed primarily to support learning, school sites should not serve as the main venue for the memorializing of students or staff.

Permanent memorials for deceased students or staff shall be limited in form to perpetual awards or scholarships, plantings or collections of books or items of historical or educational significance. Memorials shall be limited to one per loss. Plantings should take in an optional viewing site on the side or perimeter of the campus. Plaques may be created and given to the family at time of planting/scholarship/contribution, or displayed in a designated optional viewing site until the end of that particular school year and then given to the family.

Temporary school-wide memorials for deceased students or staff may include plaques or other displays that are returned to the family at the end of the school year. Memorial symbols displayed by individuals on campus shall be limited to the school year within which the death occurred.

The District reserves the right to establish design parameters so that a memorial blends with the architecture or setting of the facility, and/or blends with existing memorials.

#### ***Version #2:***

From time to time there may be a desire to honor a deceased student or employee of the District. Any individual or group considering honoring a deceased member of the school community shall place their request in writing and submit their request to the building Principal who will consult with the family of the deceased, as well as the Facilities Committee of the Board. A recommendation shall be made to the Board.

It is strongly recommended that such memorials be in the form of a living memorial, such as a tree. This living memorial may be marked with a permanent stone and plaque indicating the name and relevant information of the person to be memorialized. Most ordinarily, the ceremony will take place four to six months after the request. Other types of memorials may be considered for approval, using the same process indicated above.

## Community Relations

### Memorials for Deceased Students or Staff (continued)

#### *Version #3:*

The Board shall consider the acceptance of memorials in honor of deceased students, employees or other members of the community on an individual basis.

A Memorial Committee shall be appointed by the Superintendent [or Board] to:

1. Review offers of memorials made by individuals in the community;
2. Consider how memorial money should best be used to recognize the memory of the deceased person; and
3. Determine what type of memorial will be established, including the size of the memorial and the location at which the memorial will be placed, if applicable.

Memorials shall be accepted by the Board upon the recommendation of the Memorial Committee.

#### *Version #4:*

The Board of Education recognizes that individuals or groups may wish to make contributions to the District to establish memorials. The District is appreciative of such offers. All memorials must be approved and accepted by the Board of Education.

#### *Some optional language to consider adding to any of the above versions:*

1. The Board will consider requests from school and community groups to name a portion of a building or a specific area for a deceased person, provided the proposed name has special significance and/or the person has made an outstanding contribution to the school or the school system. The Board will consider the request after its approval by the administration.

The individual or group making the request must agree to provide appropriate recognition, such as a plaque, portrait, or marker for the school, as approved by the Superintendent.

(cf. 7551 – Naming of Facility)

Policy adopted:

*A sample administrative regulation to consider.*

## **Community Relations**

### **Memorials for Deceased Students or Staff**

The following procedures shall be used in establishing memorials and conducting dedications within District schools:

1. A memorial plaque and/or dedication plate may be placed in a particular room or area within a District school in an individual's honor under the following conditions:
  - a. Memorials or dedications in recognition of a person's contribution to public education in the District may only be made after the death of the person who is being considered for recognition.
  - b. Students who have died during their time of attendance at a District school may be recognized through a memorial or dedication.
  - c. An individual can be considered for a memorial or dedication upon the first anniversary of his/her death. In the case of a memorialization of a student or District employee, such dedication may take place sooner than one year under appropriate circumstances.
  - d. No District monies shall be expended for memorial plaques and/or dedication plates, except as required for installation purposes.
  - e. Written permission from family members shall be obtained prior to making final arrangement for a memorial or dedication.
1. Before consideration is given for placement of a memorial plaque and/or dedication plate in a particular room or area within a District school, a resolution signed by at least four Board members is required. Any citizen in the District may draft a resolution. The resolution shall be presented to the Board for formal action. Provision shall be made at two consecutive Board meetings for reaction from the community after which the Board shall take action on the request.
2. The Superintendent of School's Office shall be responsible for coordinating the placement of approved memorial plaques and/or dedication plates within District buildings. A committee appointed by the Superintendent shall plan the dedication program and ceremonies.
3. Memorial plaques or dedication plates placed in particular rooms or areas within a district school shall not be removed within twenty (20) years of placement except in the case of building demolition or decommission.

Regulation approved:

## MEMORIALS ON FACILITIES AND GROUNDS

The «districtCommonName» Board of Education recognizes that the loss of a member of the school community is deeply felt, and that on occasion it may be desirable to remember a deceased individual by establishing a memorial. District facilities are designed to support learning, and the Board will not permit changes to facilities that interfere with that purpose or detract from the district=s educational mission. The following guidelines apply to requests for memorials in school facilities or on district grounds.

### Approval of Memorials

All memorials must be approved by the superintendent and building-level administration before being placed within a school building or on school grounds. To avoid unnecessary expense and possible disappointment, the district recommends that individuals refrain from purchasing any type of memorial until it is approved by the administration.

The administration will determine the location of all memorials on school grounds or in school facilities. While requests will be considered when possible, the administration must consider such issues as design parameters, whether the memorial blends with the school campus, ongoing and future maintenance, and the effect a memorial may have on students and staff.

### Memorial Options

*Planting (trees, shrubs, perennials, etc.) on school grounds* B The administration must approve the type and placement of any planting before it is placed. Such planting may be accompanied by a movable flat ground marker. The engraving on the marker must be limited to the memorialized individual's name, dates of birth and death, and the words, "donated in memory of" or "in memory of." The marker will be moved when necessary and may be permanently removed after ten (10) years and offered to the nearest relative.

*Benches, tables and other outdoor furnishings; sidewalks, stepping stones, statuary, etc.* B The Board will accept memorials of this type only to the extent that there is a suitable location and the style is complementary to the buildings and grounds. Each item may contain a plaque engraved with the memorialized individual's name, dates of birth and death, and the words, "donated in memory of" or "in memory of."

Other types of memorials are addressed in the district=s policy on acceptance of gifts. All items received as memorials become the property of the «districtCommonName», and the district cannot guarantee that memorials that become damaged or worn will be replaced at district expense.

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*Note: The reader is encouraged to check the index located at the beginning of this section for other pertinent policies and to review administrative procedures and/or forms for related information.*

Adopted:

Revised:

Cross Refs: ECB, Building and Grounds Maintenance  
KH, Public Gifts to the Schools

Legal Refs: ' 162.790, RSMo.

«AddressLine»

## PUBLIC GIFTS TO THE SCHOOLS

### Gifts, Donations and Bequests to the District Foundation

The Board of Education encourages the community to direct all gifts, donations or bequests ("gifts") to foundations created to support the district. Gifts, donations and bequests made to foundations are not considered public funds, which allows the district greater flexibility in using the funds. Further, a foundation is eligible for grants and gifts not otherwise available to governmental entities.

### Gifts, Donations and Bequests to the District

All gifts accepted by the district will become the property of the district, to be expended or used at the discretion of the Board of Education and in accordance with Board policies and law for the benefit of the district as a whole. In general, the superintendent or designee is authorized to accept gifts to the school district, but the Board must take action to accept all contributions that require ongoing annual service, a maintenance fee, significant personnel time, initial or continuing financial commitments from the district or gifts of real property.

In deciding whether to accept a gift, the superintendent, the Board or its designee will minimally consider whether the contribution will further the goals of the district, whether it will be used, whether it is appropriate for the school environment and whether it will unequally distribute resources in the district. No gift will be accepted without verification that there are no encumbrances against the gift.

All gifts accepted will be reported to the Board of Education, publicly announced and appropriately acknowledged. The donor will be officially thanked in the district's name.

### Memorials

Memorials are a special type of gift given in memory of a deceased individual. The district recognizes the following as appropriate forms of memorialization:

1. *Memorial scholarship* B Application and award guidelines should be finalized prior to the scholarship being announced. A typed copy of the application and award guidelines along with the timeline for the scholarship implementation is to be kept on file at the office of the building principal or designee. If desired, the «districtCommonName» Foundation may be used as a resource to establish and administer the scholarship.
2. *Purchase of library books, educational CD-ROMs, school supplies and equipment* B The district will maintain a "wish list" of these items from which a person establishing a memorial may choose. Books may include a book plate, and equipment/supplies (if

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applicable) may include an engraved plate. Wording on each plate must be limited to "donated in memory of" or "in memory of," along with the memorialized individual's name and dates of birth and death. All engraved plates may be removed at the end of ten (10) years and offered to the nearest relative.

3. *Funds designated for a particular school activity or department* B The use of such funds must be approved in writing by the building principal and forwarded to the superintendent or designee for final approval.

Memorials such as plantings or benches are accepted in accordance with the district=s policies on buildings and grounds.

As with all gifts, items received as memorials become the property of the «districtCommonName».

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***Note: The reader is encouraged to check the index located at the beginning of this section for other pertinent policies and to review administrative procedures and/or forms for related information.***

Adopted:

Revised:

Cross Refs: ECB, Building and Grounds Maintenance  
FFA, Memorials on Facilities and Grounds  
IIAC, Instructional Media Centers/School Libraries

«AddressLine»

**Construction****ADVICE SOUGHT**

When the Board engages in a major construction project, it will seek the advice of employees and citizens of the school district, as appropriate, in determining the scope and educational specifications of the construction project.

**NAMING OF NEW OR RECONFIGURED FACILITIES**

The Superintendent shall develop procedures for the selection of a committee to discuss and suggest facility names. This committee shall make its suggestions to the Superintendent, who will make a recommendation to the Board.

New or reconfigured school facilities shall be named for deceased persons or to identify the facility with the community or neighborhood in which it is located.

When renaming is required because of combining, reconfiguring, or relocating a school facility, the Board may consider retaining previous names recognizing deceased persons.

The Board shall make the final decision on the names of all new or reconfigured schools or other district facilities.

**REFERENCES:**

702 KAR 1:001, Kentucky School Facilities Planning Manual  
KRS 157.615; KRS 157.620; KRS 157.622  
KRS 162.060; KRS 162.070; KRS 162.080; KRS 162.090  
KRS 162.100; KRS 162.120; KRS 162.160  
KRS 162.290; KRS 162.300; KRS 322.360  
702 KAR 4:005; 702 KAR 4:050  
702 KAR 4:100; 702 KAR 4:160  
750 KAR 1:010



**Facilities (Construction and Naming)****CONSTRUCTION ADVICE SOUGHT**

When the Board engages in a major construction project, it will seek the advice of employees and citizens of the school district, as appropriate, in determining the scope and educational specifications of the construction project.

**FACILITIES PLAN**

In compliance with applicable statutes and administrative regulations, the Local Planning Committee shall prepare a **District** facilities plan for approval by the Board.<sup>1</sup>

**NAMING OF SCHOOLS OR ADMINISTRATIVE FACILITIES**

The Board shall name a new school or new administrative facility as soon as possible after the decision has been made to build, improve or develop. Names should be compatible with the names of other schools, facilities and properties of the District. (Names of District facilities in place as of 10/01/04 shall not be subject to these provisions.)

At least one (1) of the following factors must be used in naming new schools, facilities and properties:

1. A name that is in use now and describes a geographical area of Lexington/Fayette County.
2. The name of a prominent deceased person who has contributed to the history and/or progress of the Lexington/Fayette County area, such as a name that has been famous in the history of Lexington/Fayette County or the name of a prominent national figure.

The Superintendent, in collaboration with an appointed committee reflective of the local community, may recommend to the Board a name or names for a new building, facility or property.

**NAMING/RENAMING OF EXISTING PROPERTY**

After considering the recommendation of an ad hoc committee, the Board may name or rename an existing property or portion thereof in honor of a deceased staff member, community member or former student who achieved national, state or local prominence.

By March 30 of each year (to be effective the following school year), a School Based Decision Making (SBDM) Council may make a naming/renaming recommendation to the Superintendent. For existing rooms or spaces that do not have an SBDM Council, a staff member may make a recommendation to the Superintendent. The Superintendent shall then appoint an ad hoc committee to review suggestions received for naming/renaming of existing properties for a deceased individual.

Areas subject to recommendations include a gym/arena, auditorium, library/media center, cafeteria, or an outdoor property (courtyard, stadium, field or sub-parcel of land where students participate in extra- and co-curricular activities).

**Facilities (Construction and Naming)**

**NAMING/RENAMING OF EXISTING PROPERTY (CONTINUED)**

**The committee shall present to the Superintendent its recommended response to suggestions and supporting rationale. The Superintendent shall present to the Board for its consideration those recommendations that support approving a new or different name.**

**REFERENCES:**

<sup>1</sup>Kentucky School Facilities Planning Manual, 702 KAR 1:001  
KRS 157.615; KRS 157.620; KRS 157.622  
KRS 162.060; KRS 162.070; KRS 162.080; KRS 162.090  
KRS 162.100; KRS 162.120; KRS 162.160  
KRS 162.290; KRS 162.300; KRS 322.360  
702 KAR 4:005; 702 KAR 4:050  
702 KAR 4:100; 702 KAR 4:160  
750 KAR 1:010

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**Alterations of Buildings and Grounds****APPROVAL NEEDED**

Any change or modification to be made in the landscape of school grounds, construction of driveways or roads across such grounds; renovation of the school buildings or the alteration of any part thereof; or the construction of buildings, playing fields, tennis courts, or the erection of lighting systems for such fields or courts shall be done only after the approval of the project by the Board and appropriate state agencies.

**MEMORIALS AND RECOGNITIONS**

The Superintendent shall develop procedures for the selection of a committee to discuss and suggest names for special recognition. The committee shall only consider names of individuals that are deceased and have made significant contributions to the District. Although suggestions may be considered, property or portions thereof may be named, renamed or otherwise altered only with Board approval.

**REFERENCES:**

KRS 160.290

KRS 162.060

302 KAR 29:050

702 KAR 1:001

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## Community Relations

### Gifts to the District<sup>1</sup>

The School Board accepts gifts from any education foundation<sup>2</sup> or other entity or individual, provided the gift can be used in a manner compatible with the Board's educational objectives and policies. While the Board encourages unrestricted gifts, donations to fund specific projects are acceptable if the project is approved by the Board. The Superintendent shall develop procedures for review and approval of donations that involve incorporating messages into or placing messages upon school property.<sup>3</sup> All gifts received become the School District's property.

LEGAL REF.: 105 ILCS 5/16-1.

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The footnotes are not intended to be part of the adopted policy; they should be removed before the policy is adopted.

<sup>1</sup> State or federal law controls this policy's content.

<sup>2</sup> An education foundation can be an effective tool for collecting and donating financial and non-financial resources to a school district. An education foundation is a separate entity from the school district. In order to be exempt from federal income taxes and allow donors to deduct their donations, it must be organized as a tax-exempt organization, such as, under Section 501(c)(3) of the Internal Revenue Code.

<sup>3</sup> This sentence is optional. The issue of soliciting or receiving donor messages is an unsettled area of the law that is frequently litigated because of its many complex legal and practical issues. The Constitution's Free Speech, Establishment, and Equal Protection Clauses may be triggered. As a general rule, school officials can avoid constitutional issues by reviewing donor messages according to uniform rules that do not discriminate against groups or individuals on the basis of their viewpoints. For more detailed explanations of viewpoint-neutrality and forum issues, see f/n 1 in policy 8:20, *Community Use of School Facilities* and f/n 1 in policy 8:25, *Advertising and Distributing Materials in Schools Provided by Non-School Related Entities*.

A publicized procedure for reviewing donor messages according to pre-established viewpoint-neutral guidelines may limit misunderstandings or disputes with donors or other members of the public. Each board may want to discuss with the superintendent what expectations exist based upon the scope and scale of the donor message project, so that the superintendent can manage the expectations in the procedure. Consult the board attorney to assist with this process. Lastly, posting disclaimers informing members of the public that the donor messages incorporated into school property or placed upon school property are the personal expressions of individual donors and not the district's may avoid Establishment Clause arguments. For a more detailed discussion of the issues pertaining to excluding donor messages on school property and implementing procedures to review donor messages, see f/n 3 in policy 7:325, *Student Fund-Raising Activities*.

## Operational Services

### Facility Management and Building Programs 1

The Superintendent shall manage the District's facilities and grounds as well as facility construction and building programs in accordance with the law, the standards set forth in this policy, and other applicable School Board policies. The Superintendent or designee shall facilitate: (1) inspections of schools by the Regional Superintendent and State Fire Marshal or designee, and (2) review of plans and specifications for future construction or alterations of a school if requested by the relevant municipality, county (if applicable), or fire protection district. 2

### Standards for Managing Buildings and Grounds

All District buildings and grounds shall be adequately maintained in order to provide an appropriate, safe, and energy efficient physical environment for learning and teaching. The Superintendent or designee shall provide the Board with periodic reports on maintenance data and projected maintenance needs that include cost analysis. Prior Board approval is needed for all renovations or permanent alterations to buildings or grounds when the total cost will exceed \$12,500, including the cost equivalent of staff time. 3 This policy is not intended to discourage efforts to improve the appearance of buildings or grounds that are consistent with the designated use of those buildings and grounds.

### Standards for Green Cleaning 4

For each District school with 50 or more students, the Superintendent or designee shall establish and supervise a green cleaning program that complies with the guidelines established by the Illinois Green Government Coordinating Council.

The footnotes are not intended to be part of the adopted policy: they should be removed before the policy is adopted.

1 Each district with a school having 50 or more students must have a green school cleaning policy (Green Cleaning School Act, 105 ILCS 140/). Many other State and federal laws control facility management and building programs. Good subjects for administrative procedures include management of custodial services, security, green cleaning, among others.

The Prevailing Wage Act is generally applicable to all construction projects (820 ILCS 130/). It requires, among other things, that: (1) all workers on a public works project be paid no less than the prevailing hourly rate, (2) the district specify in all public works contracts that the prevailing rate must be paid, and (3) all contractors must submit certain employment records to the district and the district must keep these records for not less than 3 years (820 ILCS 130/5).

2 105 ILCS 5/3-14.20 and 5/3-14.21.

3 This provision is optional and the amount may be changed. The \$12,500 spending limit is one-half of the bidding threshold for purchases or contracts (105 ILCS 5/10-20.21, amended by P.A. 95-990 which increased the bidding threshold from \$10,000 to \$25,000 or a lower amount as required by policy). This provision's intent is to ensure that the board is kept informed about significant renovations and permanent alterations. A board should discuss this provision with its superintendent before including it in the policy.

4 Required by the Green Cleaning School Act (105 ILCS 140/) and Green Cleaning for Elementary and Secondary Schools (23 Ill.Admin.Code Part 2800). The *Guidelines and Specifications*, established by the Ill. Green Government Coordinating Council, state: "[a]ll schools may continue to use their current cleaning supplies, equipment and policies until ... such time as the supplies and equipment on hand as of May 9, 2008 are exhausted." See:

[www.standingupforillinois.org/green/school\\_cleaning.php](http://www.standingupforillinois.org/green/school_cleaning.php)

[www.standingupforillinois.org/uploads/20080122GCSAGuidelines.pdf](http://www.standingupforillinois.org/uploads/20080122GCSAGuidelines.pdf).

### Standards for Facility Construction and Building Programs 5

As appropriate, the Board will authorize a comprehensive study to determine the need for facility construction and expansion. On an annual basis, the Superintendent or designee shall provide the Board with projected facility needs, enrollment trends, and other data impacting facility use. Board approval is needed for all new facility construction and expansion.

When making decisions pertaining to design and construction of school facilities, the Board will confer with members of the staff and community, the Illinois State Board of Education, and educational and architectural consultants, as it deems appropriate. The Board's facility goals are to:

1. Integrate facilities planning with other aspects of planning and goal-setting.
2. Base educational specifications for school buildings on identifiable student needs.
3. Design buildings for sufficient flexibility to permit new or modified programs.
4. Design buildings for maximum potential for community use.
5. Meet or exceed all safety requirements.
6. Meet requirements on the accessibility of school facilities to disabled persons as specified in State and federal law.
7. Provide for low maintenance costs, energy efficiency, and minimal environmental impact.

### Naming Buildings and Facilities 6

Recognizing that the name for a school building, facility, or ground or field reflects on its public image, the Board's primary consideration will be to select a name that enhances the credibility and stature of the school or facility. Any request to name or rename an existing facility should be submitted to the Board. 7 When a facility is to be named or renamed, the Board President will appoint a special committee to consider nominations and make a recommendation, along with supporting rationale, to the Board. The Board will make the final selection. The Superintendent or designee may name a room or designate some area on a school's property in honor of an individual or group that has performed outstanding service to the school without using the process in this policy.

The footnotes are not intended to be part of the adopted policy; they should be removed before the policy is adopted.

5 The Health/Life Safety Code for public schools is found in 23 Ill.Admin.Code Part 180. The Ill. Environmental Barriers Act (410 ILCS 25/) and the Ill. Accessibility Code (71 Ill.Admin.Code Part 400) ensure that "all applicable buildings are designed, constructed, and/or altered to assure the safety and welfare of all members of society and to be readily accessible to, and usable by, environmentally limited persons," (71 Ill.Admin.Code §400.110). Press boxes constructed on school property before July 1, 2009 do not have to comply with the Accessibility Code (105 ILCS 5/10-20.46, added by P.A. 96-674).

A building intended for classroom or instructional use may be constructed only after voter approval at a referendum unless the building is: (1) leased by the district, or (2) purchased with funds from the sale or disposition of other buildings or structures, or with funds received as a grant under the School Construction Law or as a gift, provided that no funds (other than lease payments) are derived from the district's bonded indebtedness or its tax levy (105 ILCS 5/10-22.36).

A district may levy a tax for "fire prevention, safety, energy conservation, disabled accessibility, school security, specified repair purposes," (105 ILCS 5/17-2.11). An expedited process may be available in emergency situations (*Id.*, added by P.A. 96-252).

The Green Buildings Act requires all new State-funded building construction and major renovation projects to meet specified environmental requirements (20 ILCS 3130/, added by P.A. 96-73). Waivers may be granted by the Capital Development Board in certain situations (*Id.*). For environmental impact laws, see policy 4:160, *Environmental Quality of Buildings and Grounds*.

The inclusion and identification of the facility goals listed in the second paragraph are at the board's discretion.

6 This section is optional and its contents are at the board's discretion.

7 The board may want to include criteria for the committee, in which case the following is an option:

1. The committee will encourage input from the community, staff members, and students.
2. Consideration will be given to names of local communities, neighborhoods, streets, landmarks, historical considerations, and individuals who have made a contribution to the District, community, State, or nation.
3. The name will not duplicate or cause confusion with the names of existing facilities in the District.

LEGAL REF.: 42 U.S.C. §12101 et seq.  
20 ILCS 3130/, Green Buildings Act.  
105 ILCS 5/10-20.46, 5/10-22.36, 5/17-2.11, 140/, and 230/.  
410 ILCS 25/, Environmental Barriers Act.  
820 ILCS 130/, Prevailing Wage Act.  
23 Ill.Admin.Code Part 151, School Construction Program; Part 180, Health/Life  
Safety Code for Public Schools; and Part 2800, Green Cleaning for Elementary  
and Secondary Schools.  
71 Ill.Admin.Code Part 400, Illinois Accessibility Code.

CROSS REF.: 2:150 (Committees), 2:170 (Procurement of Architectural, Engineering, and  
Land Surveying Services), 4:60 (Purchases and Contracts), 8:70  
(Accommodating Individuals with Disabilities)

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*A new model to consider.*

## New Construction

### Naming of Facility

The naming of school buildings, major portions of buildings, or school grounds is the responsibility of the Board of Education. In fulfilling this responsibility, the Board will make every effort to respect community preferences. Such names should be clearly identifying, widely known, and recognized.

It is the policy of the Board to name school buildings as close as possible to the time construction begins in order to lessen the confusion about the new schools.

When naming new buildings, major portions of buildings, or school grounds, the Board shall formally identify the need for a naming process for the identified school locations, as well as criteria it wishes to be considered in the process.

When naming a school building, major portions of school buildings, or school grounds the Board shall direct the Superintendent to establish a committee, subject to Board approval, comprised of ~~the Superintendent or designee, the building Principal, faculty member, parents, community~~ members, and, if appropriate, students to consider name recommendations for consideration by the Board. Opportunities for public input must be made available prior to the committee's recommendation to the Board. Such opportunities for public input must be publicly announced in newspapers and on the District website.

When naming new buildings, the committee shall have representation by the community members that is representative of the entire school district. The committee shall propose a list of names to the school board of not more than five (5) names for Board consideration.

If a major portion of a school building or school grounds (media center, auditorium gymnasium, field, etc.) is proposed to be named after an individual, that person shall have attained local or national prominence via significant contributions in any field of endeavor. Such contributions or the significance of their place in history shall be clearly established beyond the generation of the contribution. Individuals so recognized shall no longer be active in his/her career. Further, the individual for whom a portion of a school building or school grounds is to be named must be shown to have broad-based, long-term impact to the school district community.

Collections of works, memorials, or other major gifts to the school district may be acknowledged and named by individual schools, subject to the district's policy and procedures for accepting donations. Prior to accepting such donations and naming, a plan for maintenance and upkeep must be identified and presented to the school Board.

The Board retains the right to make final determination in the naming of buildings, major portions of school buildings, or school grounds. This policy notwithstanding, it is the intent of the Board that naming of portions of the building and school grounds occur infrequently and on a limited based.

Policy adopted:

cps 11/08

*Another model to consider.*

## New Construction

### Naming of Facility

It is the responsibility of the Board of Education to adopt official names for District school facilities. In fulfilling this responsibility, the Board will make every effort to respect community preferences. It is the intent of the Board to name schools and other district facilities in a manner that evokes pride in students, parents/guardians, and the community and school staff. Personal prejudice or favoritism, political pressure and current fashion shall not influence the selection process.

When a project for a new school facility is initiated, the Superintendent will establish a temporary, generic name to designate the site or building for planning purposes. The Board shall develop a listing of up to four names. The Superintendent shall establish a committee process through which interested groups or individuals in the area that the school is intended to serve shall recommend, in priority order, preferences from among the listing of names provided by the Board and up to two additional names recommended by the committee.

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### OR

*The Superintendent or designee will lead a process culminating in a recommended name for the new school. The selection process will include consideration of suggestions from representatives of parents/guardians who reside within the anticipated boundaries of the new school. An ad hoc committee will be used to develop recommendations for naming a new school. The committee will include representatives from District staff, parents/guardians, students and community members. They will be responsible for receiving and screening school name suggestions and submitting the recommendations to the Board for its consideration and approval.*

It is the Board's preference that facilities be named for deceased distinguished persons who have made an outstanding contribution to the community, state, or nation. The Board will give strong consideration to names of women and minorities so that these are equitably represented among District school names.

Geographic names may also be considered for new school facilities. These names should be clearly identifying, widely known and recognized.

Although the Board will consider carefully community recommendations for school facility names, the final responsibility for officially naming a school building rests with the Board of Education.

If there is strong interest within the community, the Board will consider petitions to rename existing school facilities. Ordinarily, a building will not be renamed unless the current name becomes obsolete or inappropriate because of the community it serves or the program it houses. If the Board decides to proceed with a renaming, the Board will follow the process described above for the naming of a new facility.

## New Construction

### Naming of Facility (continued)

#### Additional language to consider:

*Our schools belong to the entire community and should serve as centers of unity. As a matter of principle, the naming of a school should be the result of an open and participatory process. Furthermore, schools are symbols of non-partisan unity within their neighborhoods and this policy intends to protect schools from becoming objects of conflict or controversy through the naming process for political or personal causes. Any proposal to name a school may be disqualified by the Board on this basis.*

*It is expected that the recommended name will not be in conflict with the names of other facilities in the District.*

### Naming of Rooms or Subparcels of Land

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It is not the intent of this policy to encourage the naming of rooms within existing facilities or schools or subparcels of land. However, when a former student, staff member, or community member has achieved national, state, or local prominence or has made a significant donation(s) to the District, the Board may name a room or subparcel of land in recognition of that individual.

Policy adopted:

cps 11/08

*Sample policy to consider.*

## **New Construction**

### **Naming of Facility**

It shall be the prerogative of the Board of Education to establish the need and appropriateness for naming any school unit, which includes all outdoor and indoor facilities of the school. When the need has been determined, guidelines will be established by the Board of Education and input will be sought from members of the community.

If the school is named after a person, preference shall be given to names of (deceased) persons who have made a significant contribution to education.

#### ***Version 2:***

Elementary schools will be named by location whenever possible. Schools may be named for individual persons who have been outstanding in educational endeavors or who have worked for better schools and educational programs in the community and/or in the state. Such persons must be retired from active participation in educational activities.

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Names may be presented by petition, by chosen committees or by other representative groups in the area. The Board has the final decision in naming schools.

The Board will officially name a school on or before the bid is let for construction of the school.

#### ***Version 3:***

The general policy is to name schools for persons who have attained prominence locally and nationally, or in the fields of education, science, art, statesmanship, political science, or military achievement; early pioneers of { } County, or the State of Connecticut; or after the name of the geographic area which it serves.

The general procedure for selecting a school name shall be as follows:

1. The Board shall appoint a committee of two citizens from the immediate community served by the particular school; one representative from the teachers' group, one representative from the classified employees' group, one Board member and one student;
2. The appointed committee will seek community input for name proposals and present a list of three to five names to the Superintendent, who will forward them to the Board.
3. The Board shall then make the final name selection from the list the committee submitted.

## New Construction

### Naming of Facility (continued)

#### *Version 4:*

The Board of Education is responsible for naming any new facility. The Board, in its discretion, may establish procedures for the naming of any building or other district facility. In selecting a name for any facility, the Board may take into account those persons who have been involved in the planning, construction or renovation of the facility, or any other relevant considerations. Suitable building plaques or other memorials may be authorized by the Board.

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Policy adopted:

cps 11/08



## **FACILITY NAMES**

### **New Facilities**

When any new facility is acquired or constructed, the Board will appoint a committee consisting of community members, students and staff to recommend appropriate names for the new facility. If possible, staff members who serve on the committee will include those slated to work in the new facility. The committee will recommend two (2) or three (3) possible names to the Board for consideration, and the names will be included in the minutes. Activities of the committee are governed by the Missouri Sunshine Law. The Board of Education will make the final decision on the name of any district facility.

The committee will give preference to names of local individuals and individuals who are associated with the intended use of the new facility. Special consideration will be given to those names that have special significance to students, staff or the community.

### **Existing Facilities and Additions**

Once a building or facility has been named, that name will remain with the building or facility unless changed by the Board. Names will be changed using the same process outlined above. Names may be changed when a specific program or theme the facility was named for changes, when the current name no longer supports the objectives of the facility, or due to additions or renovations to an existing facility.

### **Naming Rights**

The Board of Education may, when it is in the best interest of the district to do so, contract to sell or lease naming rights to any district-owned property to an entity or organization whose stated purpose is consistent with the educational mission of the district and whose activities are not contrary to that mission.

### **Plaques**

The Board may have plaques installed on new construction projects or renovations to existing facilities reflecting the name of the facility; the names of the Board members in office at the time the project was approved; the name of the superintendent serving at the time the project was approved; and the names of the architect, general contractor and others as determined by the Board. The plaque will also include the date the project was completed.

\* \* \* \* \*

FILE: FF  
Basic

***Note: The reader is encouraged to check the index located at the beginning of this section for other pertinent policies and to review administrative procedures and/or forms for related information.***

Adopted:

Revised:

«AddressLine»

## **POLICY**

It is the policy of the Seattle School Board to significantly restrict commercial advertising on or within district-operated property. Corporate support that maintains the integrity of the learning environment is encouraged.

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## **BOARD-ADOPTED PROCEDURES**

### **A. General Principles**

School-business relationships based on sound principles and community input can contribute to high quality education. However, compulsory attendance creates an obligation for the school district to protect the welfare of students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with the following principles:

1. Consistency with District and School Academic Standards and Goals. All corporate support or activity shall be consistent with State, District, and school academic standards and goals. Commercial involvement must also be structured to meet identified educational needs, not commercial motives.
2. Consistency with District Non-discrimination Policies and Age-appropriateness. All corporate support or activity must be consistent with Seattle School District policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, handicap, age, or sexual orientation, and must be age-appropriate for the students involved.
3. Certain Corporate Support or Activity Prohibited. No corporate support or activity will be permitted in the District or in the schools that:
  - a. Promotes the use of illicit drugs, alcohol, tobacco, or firearms
  - b. Promotes hostility, disorder, or violence
  - c. Attacks or demeans any ethnic, racial, or religious group
  - d. Is libelous
  - e. Promotes any specific religion
  - f. Promotes or opposes any political candidate or ballot proposition
  - g. Inhibits the functioning of any school.
4. District/School Must Control the Curriculum. District/school personnel must retain the discretion on how or whether to integrate

commercially sponsored or provided material or programs into the curriculum. Also, school activities shall not be about a commercial sponsor, e.g., students shall not be required to make art projects or write essays primarily about sponsors.

5. Parents Should Be Consulted. Parents and community members shall be consulted in the decision-making process, and be well-informed about the nature and extent of commercial activity in the schools. Information can be via letter and public announcements in newspapers, school and PTA newsletters, school websites, etc.

B. Specific Limitations on District and School Based Advertising

1. Students Shall Not Be Required To View Advertising. Students shall not be required to observe, listen to or read commercial advertising in the school-building except as follows:
  - a. Advertising is permitted in connection with courses of study which have specific lessons related to advertising. It will be up to each school to decide whether the lessons related to advertising are appropriate.
  - b. Advertising is permitted in yearbooks, school newspapers, and event programs.
  - c. Advertising is permitted in such supplementary classroom and library materials as newspapers, magazines, television, the internet, and similar media where they are used in a class such as current events, or where they serve as an appropriate research tool.
  - d. Advertising on Channel One is contrary to Board Policy and the Superintendent is directed to phase Channel One out from all schools in which it currently exists by the 2004-2005 school year. During the phase out process, no new contracts shall be entered into.
  - e. Information concerning educational activities or opportunities of interest to students and others in the school community, such as flyers and brochures regarding such things as sports camps, music lessons, and tutors, shall be permitted, provided that the principal or designee reviews the material in advance.
2. Limits on Promotional Information in Curriculum Materials. Neither the District nor any school shall purchase or use any sponsored educational materials that contain promotional information about a product, service, company, or industry that is inappropriate to the lesson being taught in the content of the curriculum.
3. Advertising Not Permitted on Scoreboards, Readerboards Buildings, or in Memorial Stadium or District Athletic Fields. Advertising will not be permitted on scoreboards, reader-boards,

building facades, walls, or floors, or in Memorial Stadium or District athletic fields. Also, the District will use its best efforts to ensure that no advertising is permitted in the school buses operated by the District's contract transportation providers, other than public providers.

4. Students Shall Not be Required to Advertise. No corporate relationship shall be permitted which requires students to advertise a product, service, company, or industry. This prohibition on student advertising includes athletic uniforms and equipment, although uniforms and equipment may display the name or logo of the uniform and equipment manufacturer or supplier. Specific limitations on the use of logos are set forth in Section C.1.
5. Limits on Collecting Personal Information. Neither the District nor any school shall require students to complete surveys to provide marketing information to vendors, or distribute to vendors any personal information of students, including, but not limited to names, addresses, and telephone numbers, except as may be required by law. In addition, neither the District nor any school shall enter into any contract for products or services, including electronic media services, where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.

#### C. Logos and Sponsorship

1. Logos For Identification Only. All company logos appearing on District property, including logos on materials, supplies, or equipment purchased, rented, or leased by or donated to the District, shall be for product or sponsor identification purposes only. Logos for sponsor identification purposes shall not be permitted on District property, materials, supplies, or equipment for the purpose of advertising to students. School-based personnel shall be the primary decision-makers in the schools regarding whether a sponsor identification logo is for identification or advertising purposes. In determining whether the logo is for identification or advertising, the following criteria should be used: the size and location of the logo, the attention drawn to the logo compared with the intended use of the material, and the age of the students who will view it.
  - a. Vending machine facades shall not be used for advertising. The name and logo of product manufacturers, such as the soft drink makers, can appear if they are for identification purposes only.

2. Sponsor Recognition. It is appropriate that corporate sponsors and donors receive recognition for their support. Such recognition can be in the form of the corporate name or a logo for identification purposes on the product or materials provided, or a written acknowledgment in an appropriate school publication. In unique cases, such as the Seahawks Academy, the corporate name can attach to a program. In such cases, the Superintendent's approval will be required. Corporate recognition in the form of name plates or donor walls is governed by Board Procedure F13.02.

#### D. Definitions

1. Advertising. Advertising is an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use, or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos or tags for product or service identification purposes are not considered advertising. Also, nothing in this Policy or Procedure is intended to limit announcements, information, or logos of school-related non-profit corporations, such as the PTSA, other Parent Teacher Organizations, or the Alliance for Education.
2. Sponsorship. Sponsorship is an agreement between a school district, an individual school, or a site based or parent based group with an individual group, company or community-based organization in which the sponsor provides financial or resource support in exchange for recognition.
3. Partnership. A partnership is an agreement between a school or school district and a private entity, wherein the basis and the terms of the relationship are set by the school district, and agreed upon by the private entity, or reached mutually. Frequently a partnership is less formal than a contractual relationship. The school or school district should not be required by the partnership to sell products to students, expose students to advertisements during school time, or place advertising on school property. Partnerships should be of a non-exclusive nature, and should not adversely affect or distract from the instructional mission of the school.
4. Sponsored Educational Materials. Sponsored Educational Materials, are educational materials and programs developed and/or funded by commercial enterprises, trade organizations, or non-profit organizations with significant corporate backing. These materials are intended for use or distribution at schools, and can be intended for use as either primary or supplemental curriculum.

5. Electronic Media. Electronic Media is any type of instruction that happens during school time, or any program shown during school time that requires the use of electronic equipment, such as televisions, video equipment, computers, movie projectors, etc.
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**MONTANA BOARD OF REGENTS OF HIGHER EDUCATION**  
**Policy and Procedures Manual**

SUBJECT: PHYSICAL PLANT  
Policy 1004.1 – Naming of Buildings

**Adopted: November 27, 1967; Revised: September 22, 2011**

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**I. Board Policy**

A. Buildings, significant exterior spaces and other property of the campuses of the Montana University System may be named after or dedicated in honor of a person or entity in recognition of significant contributions to the social, academic, scholarly, research, or student life of the campus or in recognition of substantial charitable gifts to the campus.

B. Buildings and other property of the Montana University System may not be named or dedicated in honor of a person currently employed by the Montana University System or the State of Montana. Persons retired from service and working on post-retirement contracts for the MUS may be considered eligible for a naming honor at the discretion of the board of regents.

C. Buildings and significant exterior spaces may be named after or dedicated in honor of a person or entity only upon approval of the board of regents. Buildings and other property of the Montana University System may be named for an academic field or designated by a functional description without the approval of the board of regents.

D. Names assigned to campus property are intended to be enduring. Changes should be made only when significant changes occur to the property (such as major renovation or demolition), upon agreement of the honoree, or as a result of other, extenuating circumstances.

E. The presidents, chancellors and deans/CEOs are hereby delegated the authority to approve the naming of property, other than buildings and significant exterior spaces, in compliance with the campus naming policy.

**II. Procedures**

Each campus in the university system shall adopt a policy for naming property, which shall, at a minimum, include the following:

A. The requirement that the contribution of the person or entity for which property is named must be commensurate with the honor and compatible with the mission of the campus.

B. A description of the types of property eligible for naming and the procedures for approval for naming opportunities and commitments.

C. Safeguards against unauthorized naming commitments.

D. The criteria and procedure for changing the name of campus property.

E. The requirements and limitations for signage to signify the named facility, if any.

Each campus shall notify the president and the commissioner of higher education when the policy for the campus has been adopted and shall provide the web address for the policy.

**III. Definitions:**

A. For purposes of this policy, the term "buildings" shall include all buildings, athletic facilities and interior spaces, such as theaters, auditoriums, libraries, and special programs and campus areas which are significant to the campus and have special status beyond the campus for some reason. All other campus

**MONTANA BOARD OF REGENTS OF HIGHER EDUCATION**  
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SUBJECT: PHYSICAL PLANT

Policy 1004.1 – Naming of Buildings

***Adopted: November 27, 1967; Revised: September 22, 2011***


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areas, including but not limited to classrooms and conference rooms, are generally not considered significant interior spaces for purposes of this policy, and campuses may name such spaces in accordance with campus policy.

B. For purposes of this policy, the term "significant exterior spaces" shall include parking lots, assembly areas, malls, and streets owned by the State of Montana under the control of the Montana University System.

History:

ITEM 204-007, November 27, 1967, as superseded by ITEM 2-014-R1073, October 19, 1973; revised March 23, 1976 and November 18, 1999 (ITEM 104-103-R0999); May 24, 2002 (ITEM 115-107-R0502 ); September 28, 2006 (ITEM 132-104-R0906); ITEM 147-102-R0510, approved May 28, 2010, revised § I-B. ITEM 152-129-R0911, revised September 22, 2011.


	<p>NAMING OF SCHOOL DISTRICT BUILDINGS PROCEDURE</p>	<p>Policy No. 6970BP February 15, 2012 Page 1 of 4</p>
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## Introduction


The School Board does not favor changing the names of existing School District buildings or portions of buildings. However, occasionally a change in the name of a school building or a portion of a building may be appropriate. Also, from time to time it may be necessary to name a new building or name a portion of a building. Before any name change and any naming of a new building or portion of a building is finalized, school and community input shall be sought.

## Procedure

1. Initial Naming of a Building
  - a. The opportunity to name a new building comes about as a result of new construction. Replacing an existing building, either at the same or a new site, is not considered new construction for the purpose of this procedure. (See paragraph 5 below).
  - b. Names of new buildings should be selected based upon: (i) geographical location or local community name; or (ii) distinguished individuals who have served the local community, state, or nation, whether in education or other fields.
  - c. Whenever the opportunity to initially name a building is presented, the Superintendent will request the principal or appropriate District administrator to meet with community residents and other interested individuals to discuss the naming opportunity. If a name is proposed centrally, the school community will be asked to review the proposed new name. Otherwise, the school community will be asked to recommend a name or names.
  - d. The principal or appropriate administrator should prepare a written report summarizing school and community recommendations for the proposed new name. The report should be submitted to the Superintendent. The Superintendent shall then make a recommendation to the Board.
  - e. The Board will accept or reject the proposed name(s).

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- f. When a name is approved, the Superintendent shall send a notification of the name to the appropriate offices, locations, and persons.
2. Initial Naming of a Portion of School Building
  - a. Portions of a school include rooms, auditoriums, gymnasiums, athletic fields, libraries, and the like.
  - b. The opportunity to name a portion of a building or name a portion of a new building could come about for a number of reasons, including new construction or in recognition of a gift or other funding opportunity.
  - c. The name of a portion of a building should be selected based upon: (i) geographical location or local community name; or (ii) distinguished individuals who have served the local community, state, or nation, whether in education or other fields.
  - d. In the case of naming in recognition of a gift, the name could also be that of an individual donor or member of the donor's family. Corporate names of rooms and portions of buildings will not be allowed. Nothing in this policy shall preclude the placement of an appropriately-sized plaque, name plate, or donor wall in a room or other portion of a school in recognition of a corporate gift, provided no advertising, as opposed to recognition, is involved. Plaques, name plates, and donor walls are governed by Board Procedure G30.00.
  - e. Whenever the opportunity to name a portion of a building is presented, the Superintendent will request the principal to meet with staff, students, alumni, and community residents to discuss the naming opportunity. If the school has a site council, it shall be included in such meetings. If a name is proposed centrally, the school community will be asked to review the proposed new name.
  - f. The principal should prepare a written report summarizing school and community recommendations for the proposed new name. The

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report should be submitted to the Superintendent. The Superintendent shall then make a recommendation to the Board.

- g. The Board will accept or reject the proposed name change.
- h. If the change is approved, the Superintendent sends a notification of the change to the appropriate offices, locations, and persons.

### 3. School Building Name Change

Since a proposal to change a school building name could originate from many sources, the following steps should be taken:

- a. The person(s) proposing the name change should present the proposal to the Superintendent.
- b. If the Superintendent decides the school name change should be considered, he or she will request the principal meet with staff, parents, students, alumni, and community residents to discuss the proposed change. If the school has a site council, it shall be included in such meetings. The principal should prepare a written report summarizing school and community support of and/or opposition to the proposed change. This report should be submitted to the Superintendent.
- c. If the building is named after a local person, a good faith effort must be demonstrated to contact and seek input from the relatives of that person (e.g., Internet search, legal ads, phone book, daily newspaper) before the name change is approved.
- d. If the Superintendent approves of the name change, the proposed change will be submitted to the Board.
- e. The Board will accept or reject the proposed name change.
- f. If the change is approved, the Superintendent sends a notification of the change to the appropriate offices, locations, and persons.

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4. Changing the Name of a Portion of a Building

The procedure for changing the name of a portion of a building shall be the same as for changing the name of the building itself.

5. Replacement Buildings

When a building is torn down and replaced, either at the same location or a new location, it should retain the same name unless the procedure for school building name change is followed.

6. Program Names

Naming and changing the name of programs shall be within the authority of the Superintendent.

Adopted: February 2012

Revised:

Cross Reference: Policy Nos. 6970; 6115

Related Superintendent Procedure:

Previous Policies:

Legal References:

Management Resources:

2571

# **NAMING OF INDIVIDUAL SCHOOL BUILDINGS, ROOMS, STRUCTURES, FURNISHINGS, BOOKS, AND SCHOLARSHIPS**

2571

buildings, rooms or areas within buildings, or other structures on school campuses may be named in memory or honor of persons who have rendered extraordinary service to the school system, community, or nation.

## **A. Guidelines**

1. These guidelines are intended to include, but are not necessarily limited to, persons who served in the former Raleigh Public School System or the former Wake County Schools, now known as the Wake County Public School System.
2. Persons so honored should have rendered exemplary service in a particular school or facility for a period of not less than eight (8) years.
3. In lieu of #2 above, persons so honored should have rendered exemplary service to several schools in the Wake County Public School System over a period of not less than fifteen (15) years.
4. Persons so honored should have either culminated their careers in the Wake County Public School System (i.e., retired from the Wake County Public School System), or died while still actively employed. Nominations are appropriate no less than one year following the date of culmination of service.
5. Persons so honored must be recommended and sponsored through group nomination (e.g., faculty, students, PTA, advisory council, etc.) as opposed to individual nomination.
6. The nomination of any persons must be reviewed by the Superintendent, resulting in a recommendation to the Board of Education.

## **B. Memorials**

Flower gardens or other natural areas, flagpoles, library books, bookshelves in media centers, furniture in media centers, books, or scholarships, may be named in memory of deceased persons or students if all of the following conditions are met.

1. No financial expense shall be incurred by the school system.
2. Scholarships shall be administered through the school or the institution managing the funds.
3. The memorial must be reviewed and approved by the building principal.

Notwithstanding the above provisions, individual buildings, rooms, structures, furnishings, books, or scholarships named between the date of first adoption of this policy and its first revision may continue to bear names which do not conform to the adopted standard.

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Adopted: May 15, 1989  
 Revised: December 15, 1997  
 Revised: May 21, 2002  
 Revised: August 9, 2005  
 Revised: November 3, 2009

**Sample #3**



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RULES OF THE SCHOOL BOARD OF PALM BEACH COUNTY, FLORIDA

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Title 6Gx50  
Chapter 7. Facilities and Operations  
Section 7.03**Policy 7.03 Naming of School District Facilities and Dedication Areas of School District Facilities or Grounds**

1. **Purpose.** To establish an equitable process by which the School Board can assume its responsibility for the naming or renaming of schools and other facilities, or the naming of areas of facilities or grounds to honor individuals, or for assigning naming rights for portions of school facilities to recognize private or corporate entities that make a significant contribution, financial or otherwise, to benefit the District.
2. **Policy.** It is the responsibility of the School Board to select names of all schools and facilities. In fulfilling this responsibility, the School Board shall carefully consider and respect community recommendations in the naming process. The School Board shall also have the responsibility to authorize naming rights for portions of school facilities in order to provide recognition for private or corporate entities that make an exceptional contribution or significant financial contribution to benefit the District. The names of persons actively serving Palm Beach County School District shall not be considered.

**3. New Schools.**

Before a new school is opened, the Superintendent shall recommend the appointment of a committee for the purpose of naming a school center in Palm Beach County.

- a. The committee shall be charged with the responsibility of proposing three (3) school names to be presented to the School Board, who will make the final choice.
- b. The committee membership shall consist of a minimum of three (3) lay people who live in the area in which the site is located, two (2) students who attend or are likely to attend the school, two (2) staff members as designated by the Superintendent, and one (1) member of the Historical Society of Palm Beach County.
- c. The committee is encouraged in the naming of schools to use historical figures, the history, general location or features of the area, or goals of the school. Names of existing schools or combinations thereof shall not be used except in those cases where existing schools are being discontinued as public schools.
- d. When a school center has been designated by the School Board to be a community school, the word "community" shall be added in the name of the school following the proper name designation.
- e. Since many high schools serve a large geographical area often encompassing several municipalities, committees may consider adding the word "regional" to the name.
- f. A brief narrative explaining the naming of the facility should be exhibited in a prominent place within the facility.

**4. Existing Schools and Related School Facilities.**

The naming or renaming of schools on district campuses or on properties owned by the district must follow state and School District guidelines. The School Board may name or rename a school and other facilities for a variety of reasons, including its use for a new purpose or the desire to recognize contributions to the School District by providing for a dedication or naming of appropriate areas of a district facility, as provided herein, in honor of such individuals, private or corporate entities making exceptional or outstanding contributions to the School District.

**Sample # 4**  
1/9/2013

- a. *Schools*. The renaming of schools shall follow the same requirements of Section 3 above.
  - b. *Ancillary Facilities*. A committee of at least one (1) department head and six (6) other stakeholders shall make a recommendation to the Superintendent.
  - c. *Buildings*. The naming or renaming of any building in honor of a person, living or deceased, as a result of a private gift or other significant non-financial or financial contribution, must be approved by the following:
    - i. The Superintendent of the School District of Palm Beach County, Florida; or
    - ii. The School Board of Palm Beach County, Florida.
  - d. *Components of Facilities*. The Superintendent/designee may name significant building components, including classrooms, media centers, athletic fields, conference rooms, common areas and other components which are part of a building or site, including recognizing exceptional or significant non-financial or financial contributions of private individuals or corporate entities. Such naming shall specify any donor request by private individuals or corporate entities for a specific name and shall be reported to the Board as an information item.
  - e. Such naming or renaming of a school, school building or school building component must be endorsed by the school's advisory council, if one has been formed.
  - f. The naming of any facilities approved by the Superintendent in accordance with this policy must be submitted to the School Board for informational purposes only within a reasonable period of time.
5. **Limitations to Naming Rights**. Naming rights are intended to recognize sponsorships or a significant contribution by a private individual or corporate entity that benefits the School District.
- a. The Chief of Facilities Management shall maintain records of the naming of schools, buildings and components of buildings.
  - b. Naming rights shall be reviewed on a periodic basis, and a naming right may be renewed for an additional period as approved by the School Board.
  - c. No facility shall be named after someone whose positions, opinions and/or reputation is inconsistent with the mission and vision of the School District.
  - d. The School Board shall have discretionary authority to rescind a naming right at any time based on any action by a private individual or corporate entity that is deemed by the School Board to be inappropriate and/or in conflict with the School District's values.
  - e. Funds donated for naming rights shall be deposited either in the school's internal account(s), with the school's foundation (if one exists) or with the Education Foundation of Palm Beach County. If the funds are deposited with the Education Foundation of Palm Beach County the funds will be transferred to a particular school or paid out in accordance with a written agreement between the School District and the donor.
  - f. Schools may not be named after a living person, however, buildings and building components may be named after persons living or deceased.
6. **Duration of Naming Rights**. The duration of naming rights shall be proportionate to the value of a donation, endowment or other significant contributions to a school. For buildings and components of buildings, the School Board recognizes two types of naming rights, short-term and long-term naming rights. The provisions for each are outlined as follows:
- a. *Short-Term Naming Rights*. Short-term naming rights shall be valid for a period of up to ten years,

unless otherwise specified by the Superintendent or School Board at the time of approval. Buildings and building components named prior to April 1, 2009 shall be excluded from this provision. Any funds donated for short-term naming may be deposited in a school's internal fund for short-term use, or may be deposited as an endowment in the school's foundation if one exists.

- b. *Long-Term Naming Rights.* In addition to the other naming opportunities provided in this policy, buildings may be named after a donor for more than 10 years but not to exceed 40 years, unless approved otherwise by the Board, provided that a substantial sum is placed in an endowment to benefit the school long-term. The Education Foundation of Palm Beach County may serve as the host foundation for the endowment if the school does not have its own.

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#### **7. Master School Naming Programs.**

To enable predictability in soliciting donors, a school principal may bring forward a pro-active naming program for the school. Once the School Board approves a Master School Naming Program for a particular school, additional School Board approval is not required unless there is a deviation from the approved program.

STATUTORY AUTHORITY: Fla. Stat. §§ 1001.41, 1001.42

LAWS IMPLEMENTED: Fla. Stat. §§ 1001.43 (4)

HISTORY: 2/18/72; 8/13/75; 4/6/83; 1/11/89; 7/19/95; 02/05/01; 07/29/09; 5/26/2010

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## NAMING OF SCHOOL FACILITIES

This policy shall govern the naming or renaming of buildings, athletic facilities, and rooms within buildings that are under the jurisdiction of the Chariho Regional School District Committee.

~~The Chariho Regional School District Committee maintains authority over the naming or renaming of buildings, athletic facilities, and rooms within buildings, except that the Committee shall also obtain the approval of the appropriate member town council regarding the naming of leased buildings, leased athletic facilities, or rooms within leased buildings.~~

School buildings shall not be named in honor of any person. Athletic facilities, non-school buildings, and rooms within buildings may be named in honor of individuals, historical events, or geographical points. The following steps will be followed:

- The Chair of the School Committee shall be notified in writing of the request of an individual or community group to name an athletic facility, non-school building or room within a building in honor of an individual, historical event, or geographical point. The nomination shall include a rationale for the request and, when a request is made to honor an individual, a description of a significant and sustained contribution made to the Chariho community. If possible, a statement from the individual (or his/her family) granting permission for the honor must be included. The School Committee shall consider other factors as it deems appropriate.
- The School Committee shall consider the request under a specific agenda item during a regular meeting. Public comment shall be allowed.

The Chariho Regional School District Committee reserves the right to reject any and all requests.

Adopted 3/22/11



## **Naming Facilities**

Maintaining the names of existing school district buildings or portions of buildings is desired. However, occasionally a change in the name of a school building, or a portion of a building, may be considered by the board. Also, it may be necessary to name a new building, a district facility, or name a portion of a building. The district understands that community input is important regarding any name change, naming of a new building, a district facility, or portion of a building.

### **Procedure**

#### **Initial Naming of a School or Building**

- a. The opportunity to name a new school or building comes about as a result of new construction. Replacing an existing school or building, either at the same site or another location, is not considered new construction for the purpose of this procedure. (see replacement schools or buildings)
- b. Names of new schools or buildings should be selected based upon the criteria noted in Policy 6970. Whenever the opportunity to initially name a school or building is presented, the superintendent will direct the principal or appropriate district administrator to develop a community input process to bring forward at least three recommended names to the board of directors. The recommended names will not be prioritized.
- c. The principal, or appropriate administrator, shall prepare a written report summarizing school and community recommendations, including supporting rationale, for the proposed new names. The report will be submitted to the superintendent. The superintendent will provide a written report to the board at the next board meeting.
- d. The board will take action on the proposed names thirty (30) days after the superintendent provides a written report at a board meeting.

#### **Initial Naming of a Portion of a School or Building**

- a. Portions of a school include, but are not limited to rooms, auditoriums, gymnasiums, athletic fields, and libraries.
- b. The opportunity to name a portion of a school or building or name a portion of a new school or building could result from, among other reasons, new construction or in recognition of a gift or other funding opportunity.
- c. Whenever the opportunity to name a portion of a school or building is presented, the superintendent will direct the principal or appropriate district administrator to develop a community input process regarding the naming opportunity.

- d. The principal or appropriate administrator shall prepare a written report summarizing school and community recommendations for the proposed new name. The report will be submitted to the superintendent. The superintendent will provide a written report to the board at the next board meeting.
  - e. The board will take action on the proposed names thirty (30) days after the superintendent provides a written report at a board meeting.
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#### **Naming in Recognition of a Gift**

- a. In any cases that a gift is in exchange for naming of a school, building, facility or portion thereof, the requestor(s) shall make a formal proposal to the superintendent on the gift proposal form referred to in policy and procedure 6114.
- b. If the superintendent determines the proposal provides a significant improvement to or addition to the quality of the school, building, facility or portion thereof, the superintendent will direct the principal or appropriate district administrator to develop a community input process regarding the gift and naming rights associated with the gift.
- c. The principal or district designee will prepare a written report summarizing support of and/or opposition to the gift and naming of the school, building, facility or portion thereof.
- d. If the school, building, facility or portion thereof has previously been named, "changing a school or building name" procedures apply
- e. The board will take action on the proposed names thirty (30) days after the superintendent provides a written report at a board meeting.
- f. The board will take action on the proposed gift thirty (30) days after the superintendent provides a written report at a board meeting.

#### **Changing a School or Building Name**

- a. The person(s) proposing the name change should present the proposal to the superintendent.
- b. If the superintendent determines the school or building name change should be considered, the superintendent will direct the principal or appropriate district administrator to develop a community input process regarding the naming change.
- c. The principal or administrator will prepare a written report summarizing school and community support of and/or opposition to the proposed change. This report will be submitted to the superintendent.
- d. If the building was originally named after a local person, a good faith effort must be demonstrated to contact and seek input from the relatives of the person before a name change is approved.

- e. The superintendent will provide a written report to the board at the next board meeting.
- f. The board will take action on the proposed name change thirty (30) days after the superintendent provides a written report at a board meeting.

#### **Changing the Name of a Portion of a School or Building**

- a. The procedure will be same as listed above in “changing a school building name”.

#### **Replacement Schools or Buildings**

- a. When a building is replaced, either at the same location or a new location, it should retain the same name unless the procedures for “changing a school building name” are followed.

#### **Program Names**

- a. Naming and changing the name of programs are within the authority of the superintendent.

Cross references:    Policy 6114        Acceptance of Gifts, Conveyances, Devises and Bequests  
                         Procedure 6114    Procedures and Criteria for Acceptance of Gifts

Initially Adopted: September 28, 1998  
Adopted: April 12, 2010